PRINTERS' INK.

VOL. II. NEW YORK, FEBRUARY 26, 1890. No. 20.

FOR ANY INFORMATION ABOUT

NEWSPAPER ADVERTISING

ADDRESS

N. W. AYER & SON,

Newspaper Advertising Agents,

PHILADELPHIA.

THE LADIES' HOME JOURNAL

HAS more advertising offered it than can possibly be accommodated. Nevertheless it caters to, and solicits the best class of advertisers and refuses that which seems not so desirable. It is more a matter of pride with the publisher to have the best of everything for the JOURNAL rather than to consider the mere amount of business in dollars and cents that might be squeezed out of its columns in the course of a year. Subscribers understand that money alone will not influence the publisher, in accepting or declining advertising patronage, and that its advertising columns as well as those of the editorial page are edited upon principle alone. The price advertising brings is a secondary consideration. The result is simply success, brought about by mutual confidence between subscriber, publisher and advertiser.

CURTIS PUBLISHING CO., PHILADELPHIA, PA.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

Vol. II.

NEW YORK, FEBRUARY 26, 1890.

No. 20

AMERICAN NEWSPAPER PUBLISHERS' ASSO-

during the past year 500 answers had etc. been furnished to members in response to inquiries regarding the financial At the afternoon session a commit-standing of certain advertisers. He tee appointed for the purpose brought

Knox, Texas Siftings; Milton A. Mc- that by the present system the advance Rae, Cincinnati Post; Lewis Baker, agents rush to the editorial rooms, and

St. Paul Globe; Herbert F. Gunnison, PUBLISHERS' ASSOCIATION.

Brooklyn Eagle; Charles W. Knapp, St.
Louis Republic; J. H. Buttler, Buffalo
News; W. J. Richards, Indinapolis
News; Charles E. Austin, Buffalo Express; F. P. Chapin, Toledo Bee; H.
The American Newspaper Publishers' Association, which was organized
at Rochester, N. Y., in 1887, held its
Gourth annual convention at the Hotel
Brunswick in New York City, February
Washington Post; E. W. Osborn,
12 and 13. The attendance was even
Leveland Press; F. B. Noyes, Wash
larger than had been anticipated, a very
fair proportion of the 125 newspapers
Express; T. W. Sealey, Galveston
belonging to the association being repNews; W. A. Matthews, Rochester
Democrat and Ehronicle; Alexander Brooklyn Eagle; Charles W. Knapp, St. Democrat and Chronicle; Alexander President James W. Scott, of the Craig, New Haven New; C. A. Chicago Heraid, called the meeting to French, Grand Rapids Democrat; R. order shortly after 10 o'clock on the S. Howland, Providence Journal; morning of the 12th, and the prelim- Charles H. Taylor, Boston Globe; E. inary business was taken up. The A. K. Hockett, Indianapolis Herald; reports of the secretary and treasurer George F. Prescott, Cleveland Plainwere duly disposed of, after which the dealer; W. H. Brearley, Detroit News; newly-appointed manager of the New J. A. Dear, Jersey City Journal; W. York office, G. M. Brennan, rendered S. Clark, New Orleans Picayune; his report, from which it appeared that Francis Atwater, Meriden Journal,

THEATRICAL ADVERTISING.

also stated that in cases where inquiries in a list of topics for the consideration and been made in regard to advertisers of the association. A large number of who lived in towns where no members these topics had been previously sent of the association resided, he had asked in on postal cards by the various memthe local papers for the desired infor- bers and other interested persons. The mation and invariably received courte- first subject to come up was that of ous replies. Other unimportant business "Theatrical Advertising." On this was taken up, after which the association adjourned until r P. M. known theatrical manager, C. D. Hess, Among the members present were: who wrote from the City of Mexico. F. K. Misch, San Francisco Bulletin He wanted newspaper publishers to and Call; S. H. Kaufimann, Washing-make the advance netices of theatrical ton Star; William C. Bryant, Brook-aggregations dependent upon the lyn Times; John H. Farrell, Albany amount of advertising guaranteed.

Press and Knickerbocker; E. W. Os-This he thought would place this class born, Cleveland Press; Victor F. Law- of advertising upon a firm basis and son, Chicago News; Col. L. L. Morgreatly increase the aggregate receipts gan, New Haven Register; J. Armoy for the publishers. He complained

or impudence gets the best notice. Mr. was in favor of asking the post-office Hess' idea related only to advance no-department strictly to enforce the laws tices and not criticisms upon the per-respecting the improper use of the formance. He styled this "a perfectly mails. The matter of indecent adverpaper to reach out for "the necessary denounced, grease for its wheels." Managers must Mr. Kna have the advance notices, and by adopt- lic, thought that Mr. Dear's resolution ing his suggestion the publisher of a was a very delicate one and might repaper, such as the Chicago Herald, act upon the publisher, as the postwould increase its income \$5,000 a office department might stop the circuyear.

had very crude ideas about the manage- would be like "treading on our own ment of a newspaper, and that it would corns." Even the most moral publishbe a disgrace to the association if it ers might have reason to fear the strict were construed as favoring such a plan. adherence to the post-office regulations. Mr. McRae thought the idea good in

some of its aspects.

FRAUDULENT ADVERTISING.

sibility of a newspaper, legal or moral, ulent advertisers as he might be able to in relation to the publication of fraud- obtain. ulent or improper advertisements. President Scott said that the matter great number of advertisements are discussion: offered leading papers every week intention to defraud. For example, rules, the struggles of the smaller pa-an advertiser offers so many gold pers seem almost hopeless. watches for practically nothing. I There are of necessity good positions needn't remind any one here that that in newpapers. Some advertisements try papers asking them to call at the charge for the better position or not, offices of such advertisers and obtain the gifts offered. In such cases they would not apply to an eight-page paper. are told that the premiums are sent some papers announce that they are in sistent buyer. no wise responsible for their advertisements. value of the entire advertising patron- must buy better value than some other Of course, the majority of these person's \$1. fraudulent advertisements go into the weekly editions of the newspapers."

cated near him in Jersey City, which out, but compelled it to give them in-"offers \$50 sewing machines for \$1. stead a column advertisement. Con-You have to read their advertisement sequently the appearance of the Chicago over several times before you see that papers was not hurt, as was the case it is a subscription to their paper and with those in the East. not a sewing machine they offer for \$1." He said he was constantly get- Express, thought the advertising agent ting this firm's mail by mistake, and he was the root of all the trouble. Some

the one that has the most persistence persons who had been deceived. He legitimate proposition," and did not tisements and specialists who advertise think it was undignified for a news- their cure-alls in the newspapers was

Mr. Knapp, of the St. Louis Republation of papers containing such ad-Major Richards thought Mr. Hess vertisements. This he characterized

Upon motion of Mr. McRae it was decided to instruct the manager of the New York office to include in his pri-The next subject was "The respon- vate bulletins the names of such fraud-

PREFERRED POSITIONS.

"The position of advertisements and had come up in his own office, and as the possibility of uniform agreement Mr. S. G. Sea, his business manager, thereto" was next discussed by a numwas present, he was called upon for re- ber of the members. Here are some of marks. Mr. Sea said in part: "A the bits of wisdom gleaned from the

When you look at at the great dailies which carry on the face of them the and see how they cut their column

promise is never fulfilled. Express are bound to have better position than companies say that they frequently re- others; you can't make up your paper ceive instructions from readers of coun- without. The question is : whether to

What applies to a four-page paper

The thing that ought not to be done only to mail subscribers. I notice that is to give better value to the more per-

There are some buyers who are im-This, I think, destroys the pudent enough to insist that their \$1

All the Chicago papers refused to ekly editions of the newspapers." take the long, narrow advertisement Mr. Dear spoke of one concern lo- of the New York Ledger, recently put

Charles E. Austin, of the Buffalo found it filled with complaints from one else suggested that it was the busi-

ness of the agent to get all the space gal for the Manhattan Company to he could for his customer, and if a permit signs not relative to its own paper accepted an unfair contract it business to be exhibited on its own would hardly be fair to blame the agent structure. Mr. Gunnison said that it for it.

the question from the advertiser's stand- grammes, etc., could be abolished, but point. He had lately sent out to all the against the elevated roads they had a large dailies a double-column advertise- clear case of illegality, and it should be ment to be put on the editorial page, pushed for their own advantage. without any other advertising matter papers complied, and although he liked much every year for advertising, and if to get the good position, he had a great they spent less in guerilla advertising deal more respect for those that didn't they would spend more in the newsdo as he asked. As a matter of fact, papers. the advertisement that paid him the

It was decided that the matter could only be regulated by local unions, and a motion was passed encouraging their railroad advertising is not to be sneezed formation.

DEFINING A PHRASE.

reading matter was placed along only fied in calling attention to its illegality." one-sixth of its length, provided that it of course would not apply to cases the patrons where it was specified that the adver-

resolution, "In our case," he said, Fair. "the phrase 'next to reading matter' means next to reading matter, or spe-

agents and advertisers of this resolution was unanimously voted down, as it the Century, was present, and spoke was thought that it would have the in its favor, as also did Colonel Knox, effect of defeating the object in pass- who said that he had written five books ing it.

GUERILLA ADVERTISING.

elevated railroads, in the horse-cars, etc., was the next in order. H. F. lution was carried. Gunnison, of the Brooklyn Eagle, thought such methods hurt advertising in newspapers, and that the publishers Knapp speaking in support of each: should try to prevent them. He read Recolved, That an order for an advertise-Judge Daly's decision that it was illement to be set in the body type of a paper

nt

would also be a good thing if adver-Colonel Knox said he could look at tising in fair papers, theatrical pro-

Mr. Bryant, of the Brooklyn Times, on the page. About one-fifth of the said that large houses appropriated so

Colonel Knox, who had previously exbest was printed in the paper which pressed his opinion that the subject was gave him the most despicable position not one to be discussed in a publishers' in among a lot of dry-goods advertise- convention, arose, and sarcastically moved that all advertising, except in newspapers, be abolished.

Mr. Lawson said: "The elevated at; it is not guerilla advertising. It is good advertising. That is what is After the libel laws had been dis- bothering us. It won't do for us to cussed, it was resolved that where an make wry faces at some one who has advertisement was ordered "next to taken a slice of our cake. But it is reading matter," it was sufficient if true that before the public we are justi-

Colonel Knox again took the floor, should not be less than five lines in any and said that as a peculiar commentary The object of this resolution upon the value of this advertising, fully was stated to be merely to give a speci- one-half comes from publishers, naming fic meaning to the words so frequently the Century Company, Harpers, Scribused, "next to reading matter." This ners, Sun, World and Star as among

The session closed with the reading tisement should be next to reading mat-ter throughout its entire length. Of a paper sent by Horace Dumar, New York representative of the Ohio Major Richards said he wanted to State Journal. It related to the repredisclaim all faith in the efficacy of the sentation of newspapers at the World's

INTERNATIONAL COPYRIGHT.

The convention on the morning cial notices. We never accept an order of the 13th was opened by a resolu-to go next to pure reading matter." tion favoring the passage of the Inter-A motion to inform advertising national Copyright bill. Robert Un-ents and advertisers of this resolu- derwood Johnson, associate editor of which had been published in England, and from which he had never received The subject of advertising on the any returns, except in notices, which he had to pay for himself. The reso-

The two following resolutions were then adopted in quick succession, Mr.

should be construed as an order for a reading matter advertisement unless it be indented a pica em on each side.

Resolved, That where an advertisement (of follow a broken column of reading matter, it is sufficient if there be reading matter about it in one column, and it is not necessary that there shall be reading matter over the full width of the advertisement.

In debating the first resolution, Victor F. Lawson said that the rule in his own office was not to "publish anything as advertising that looks like reading matter. If a man sends us an advertisement as reading matter we insert it at \$1.75 a line, and mark it Thus our readers are not deceived and everybody is happy except the advertiser." [Laughter.]

AUXILIARY ASSOCIATIONS.

Upon a postal-card suggestion from James R. Bettis, of the Arkansaw Democrat, the subject of auxiliary associations was taken up. Charles A. Lee, president of the National Editorial Association, was extended the privileges of the floor and spoke earnestly of the desirability of forming some connection between the American Newspaper Publishers' Association and the National Editorial Association. He said that the two organizations, working together, would form one of the greatest powers on the continent. thought that there were many of the smaller papers represented by his association that were desirous of taking a more progressive attitude with regard to rates for advertisements and methods of dealing with advertisers. would be greatly strengthened if they had a more complete knowledge of the plans adopted by the larger papers.

A motion that the Executive Committee arrange for some sort of co-op-

eration was carried.

MONTHLY PAYMENTS.

After the policy of having papers Credits Asked by Some Advertising Agents" was brought up. Lewis Bacorrespondence.

Major Richards said it was the invariable rule in his office, but he did not think it would be policy to make it of secrecy in regard to the bulletins the rule of the association.

Mr. Baker said that his idea in making the resolution was to call the attention of advertising agents to their

The resolution was then amended to read "that it be the sense of this meeting that the monthly payment system be universally adopted." In this form the resolution was carried.

The mechanical department of a newspaper was next discussed, and a paper was read by Colonel Morgan, of the New Haven Register, on type-set-

ting machines.

Following this, communications were read from Artemas Ward and J. II. Bates, protesting against the system of peddling merchandise from door to door. President Scott said he knew of one case where a large firm, instead of advertising in the newspapers, had decided to spend \$100,000 in sending out men to go from door to door and leave samples. Upon the motion of Mr. Knapp it was resolved that the association recommend to its members that they try to secure legislation restricting the nuisance.

The attitude of advertising agents owning publications or space in publications was the next matter of discussion. It was said that live papers suffered from competition with publications which hired out their advertising columns, because agents, however hon-

est, were sure to be biased.

THE OFFICIAL ORGAN. The first order of business at the afternoon session was the consideration of the Newspaper Record, a publication lately issued as the organ of the American Newspaper Publishers' Association, and duly noticed in the last number of PRINTERS' INK. Five thousand copies of the first number were issued at a cost of \$200. W. H. Brearley suggested a plan by which the paper might be made self-supporting. returnable had been thoroughly dis- He proposed that the financial ratings cussed, the subject of "The Long of the various advertising agents should be given in the Record, that the agents be requested to take advertising space, ker, of the St. Paul Globe, moved that and that their rating depend upon the this association adopt the monthly pay- amount of space taken. His motion ment system. He said that in his own was not seconded. Upon motion of case he collected his bills as closely as Mr. McRae the matter was referred to possible, although once in a while he the Executive Committee, with power had a little delay and a good deal of to issue the paper as often as they saw

CONCLUDING BUSINESS.

The proper punishment for violation sent out from the New York office was

taken up. President Scott told of one case where a bulletin had been sent out relating to the financial standing of at the Hotel Brunswick. There were Lord & Thomas, and only a few days a number of guests present beside the later this firm began writing to mem-regular members. The principal speakcountry about it, thus showing that Depew, Charles A. Lee, Allan Forman, there was some one who was not keep- editor of the *Journalist*, and Charles ing the pledge to secrecy. A motion A. Dana, of the Sun. that any person found guilty of disclosing such secrets should be expelled was with the lighter phases of the newspadefeated by a close vot... A motion to per business, but the following from impose a \$25 fine instead was carried. Mr. Dana's speech is worth quoting in

The title of doctor, the advertising concluding this report: steal of the age; how shall the title be used in the news columns of a paper?" Mr. Kauffmann vigorously protested against the use of this title; he thought newspapers might as well speak of Grocer Brown or Druggist Smith. Although doctors never advertise, he said there was no class of men so anxious for free advertising. Some one suggested that the use of the title was often the city editor's way of paying for an

President Scott then read another suggestion which had been handed in. It read: How can a paper which tells the truth about its circulation compete with the circulation liar? As none of the members seemed to know anything on this subject, the question was passed.

Mr. Dear then proceeded to criticise Messrs, Scott and Lawson for breaking their column rules for comparatively small advertisements. Mr. Lawson informed him that the Chicago papers charged 50 per cent. more on such advertising, and Mr. Dear took his seat.

After there had been some discussion of insuring printing offices, the committee on nominations brought in the following report, which was unani-mously adopted: For president, James W. Scott, of the Chicago Herald; vicepresident, S. H. Kauffmann, of the Washington Star; secretary, R. H. Campe, of the Pittsburg Chronicle; treasurer, W. M. Laffan, of the New York Sun; executive committee, E. H. Woods, Boston Herald, C. W. Knapp, St. Louis Republic, and Lewis Baker, St. Paul Globe.

In his speech of acceptance, Mr. Scott spoke of the absence of any union in New York City, the very center of the advertising business and the place where customs were formed which affected the advertising business more or less over the whole country. He promised to do what he could to form an organization in this city.

THE BANQUET.

bers of the association all over the ers of the occasion were Chauncey M.

The speeches had to do principally

There is a constant tendency to find fault There is a constant tendency to find fault with that class of persons who are ordinarily known as middlemen. They may be a grievance, but, in my view of the case, middlemen are indispensable. The complicated machinery of our modern life cannot be carried on without middlemen. You must have them. They constitute a great wheel in the economy of modern life, and without that wheel the machinery will not work. [Applause.] The advertising agents have come to be men of importance. I am servy to say there are some mportance. I am sorry to say there are som of them who want occasionally rather too large a share. [Laughter.] But the great thing to do is to treat them kindly and to take good care that they do not cut our corns off more than they ought to. [Laughter.]

A WILY ADVERTISER.



It will be observed in the above that the man and the dog suggest game and a good deal of it, and that suggestion makes Ormond-on-the-Halifax very attractive to youthful sportsmen. Yet for all the advertiser has said for which he could be held responsible, no complaint could be reasonably made by the tourist should it be found on his arrival that the alligator and the buzzard have long since disappeared.

"AFTER the would-be advertiser has decided upon the class of people he wishes to reach," says Geyer's Stationer, "the next step is to select the particular medium for conveying the information he wishes to im-part. The man who has made a study of advertising will not seek cheapness as a supreme object, but a journal that is really what it professes to be, and whose publisher is able and willing to substantiate its claims upon favor. That every publisher is bound to make the best showing he can for his paper goes without saying; it is the desire of the adver-tiser to 'go behind the returns' and scan the evidence that troubles the average newspaper

Many of these are commonplace, some his own. decidedly bad, while a few are worth noticing. for advice in getting up their advertisements. For the benefit of this latter class the accompanying reduced fac- a weekly newspaper for the past thirtysimile of one of the advertisements put five years, we fully believe it possible

Midwinter (February) A number of unusual interest, containing 160 pages of entertaining reading and nearly 50 illustrations. "Letters from Japan," written and illustrated by John La Farge, the noted American artist, begins in this number.

There is nothing especially novel about this, but it is given here as an Our advertising rates were based on the example of a good, every-day adver-expense and cost of carrying out this tisement. It would attract attention plan, and were much higher than our in almost any surroundings, and its competitor, and although he gave fifty story is concisely told. The advertise- per cent. discount on his yearly adverment is typographically handsome, con- tisers of \$100 and over, we gave only sidering the simplicity of the materials thirty-three and one-third on our first used in its construction. the ornamental border may be remarked, paper that after that we gave large adas also the method of bringing up vertisers only twenty-five per cent., the special feature, "Letters from Ja- and then only when we made a special pan,

A GOOD ADVERTISEMENT, knowledged models or advertisements that particularly catch his fancy, and PRINTERS' INK is constantly in re- study them to find out their good ceipt of communications from adver- points. Then when he has resolved tisers, publishers and others, inclosing them down to their primary merits he advertisements which seem to their will be able to go to work intelligently senders particularly striking or effective. to construct a taking advertisement of

Other correspondents ask ONE PAPER'S EXPERIENCE.

From an experience as publishers of out by the Century Company is given: to live up to the one-price system. We think the whole trouble with newspapers in small cities is that they, in many cases, have no fixed rate to all, working on the principle of get all you can; hence we see the great variety of prices an advertising agent will get in trying to place a contract. If newspapers all had a fair rate and would live up to it, we should have better conducted sheets, and the publisher could better afford to give more attention to his local news and reading matter, and we should have less mushroom papers in the field.

We have tried very hard to live up to schedule rates, and have in the main succeeded; but it has been a hard fight, especially with agents. We can recall one case where we corresponded with one firm over one year, and finally succeeded in raising the rate of his first offer from \$40 to \$200, which was about our schedule prices. Locally, as publishers of a weekly, we have proved our case. When we started, there was an old-established semi-weekly printed in Gloucester. We were young men, and saw where it failed to fill the bill. We worked hard to give all the local personal news; gave full reports of all matters; got up a popular, live paper that the public soon recognized as newsy and up to the times. The use of year, and such was the popularity of our n," etc.

Contract so to do. The result was that

The advertiser who does not feel our paper so well suited the wants of himself competent to originate good the Cape Ann people, the fishermen all ideas would do well to take some ac- along shore and the provinces, that the

an existence of fifty years succumbed to the inevitable for want of patronage. all the advertising we ought to have for our weekly, and our agents as a rule obtain our full rates.

year, and we are working hard to hold in the same issue. The idea struck one up fair living rates, and are succeeding man so favorably as to induce him to portant matter is to give a readable, tion, taken from the Boston Post of newsy sheet, one fully covering the February 3: field locally, and take good care of our specialty and aim, which is to be the organ and trade journal for the fishermen and fishing interests of the United States and provinces of North America; and we already have a larger circulation, locally and generally, than any other daily or weekly printed in Gloucester, and are having a healthy increase and steady growth, which is encouraging us to still greater efforts. We believe, as with the weekly, that the advertising in the daily will take care of itself, and that the best paper, even if the rates are a trifle higher, will in the end secure the best and most steady patronage from shrewd advertisers, so we think, with the proper push, one price to all is the only fair, square and successful way to conduct advertising for a newspaper.

This briefly is our experience, and we think it is the experience of a great

many others.

PROCTER BROTHERS, Publishers Cape Ann Advertiser.

ADVERTISING A NEWSPAPER.

Since the "provincial" newspaper must derive its being mostly through advertising, it should only advertise itself in and through its own columns in its own territory, for the reason that should it use dodgers, circulars, posters, etc., local business men will drift the same etc., local business men will drift the same way at the expense of the newspaper. Little original enterprises are not over expensive, and cause the people to talk about your paper, thus reaching even the people who do not read your paper, and creating a desire to do so. Therein lies the "ad."

For outside advertising, personal visits by a solicitor are no doubt best. All cannot stand this expense; in such cases personal letters, circular letters and sample copies we consider next best.—C. C. Doran in the Newspaper Record.

THE successful advertiser not only gives particular attention to the wording of gives particular attention to the wording of an advertisement, but is also just as particular about its typographical construction and display, so that a casual glance tells the story, while the "make up" and general arrange-ment is pleasing and catchy to the eys.— Byron W. Orr.

other paper, much to our regret, after A GOOD IDEA MISAPPLIED.

The curious effect in an advertise-We now have no difficulty of getting ment, produced on page 229 of the all the advertising we ought to have for present volume of PRINTERS' INK, seems to have attracted attention and was the source of several inquiries, not-Our daily Times is now in its second withstanding that it was fully explained fairly well. We think the most im- use a similar effect. Here is his imita-

S4 PEN FOR S2.

There are several reasons why an advertisement may be a success in one place and a failure in another. Ink, paper and presswork are three important factors.

In the present instance, the effect-veness of the advertisement has suifered chiefly from undue reduction.

A. B. FARQUHAR, of York, Pa., the well-known advertiser and the president of the Pennsylvania Agricultural Works, delivered an address before the New York Reform Club on the evening of Friday, the 14th. Mr. Farquhar spoke on the subject of "Industrial Delusions; or, a Case for Protection."

THE business man who advertises irregularly, without a policy or a system, or who depends on the state of his digestive organs or his domestic affairs to guide him in placing advertising, is worse than lost.— Yes-wine's News.

THE DEMOCRAT, DAILY AND WEEKLY, R. H. MOORE, Proprietor. OTTUMWA, Iowa, Feb. 3, 1890.

Editor of PRINTERS' INK:

DEAR SIR—I send you a companion to the Chesman offer to a Vermont publication, wherein it was shown they would net \$\xi\$ for a five-inch advertisement one year. Please notice the following



New York, January 30, 1890.

PUBLISHER OF

Democrat, Ottumwa, Ia.

Please insert the following advertisement of B. F. JOHNSON & CO., one year (r. t. a.w.) ON SATURDAYS, under "WANTS" if you have such a heading in your daily edition, space of six lines, and charge us \$4 gross.

GRO, P. ROWELL & Co.

\$75 to \$250.00 A MONTH can be made. Persons preferred who can give their whole time to the business. Spare moments may be profitably employed also. A few vacancies in towns and cities.

B. F. JOHNSON & CO., 1669 Main St., Richmond, Vs.

(I don't suppose you will publish this because Rowell & Co. own the Frinters' Ink, but will see if it makes a difference whether it is Chesman's or Rowell's ox that is gored.) Yours truly, R. H. Moore,

THE DEMOCRAT, DAILY AND WEEKLY, R. H. MOORE, Proprietor, OTTUMWA, Iowa, Feb. 3, 1890.

Geo. P. Rowell & Co. :

Geo. P. Rowell & Co.:

Your order for B. F. Johnson one year has not been consigned to the waste basket, as it should be, but has been sent to the editor of PRINTESS INK as a sample of how advertising agents try to skin publishers.

I run advertisements every day. I take no every-day out as send me the order for Johnson every day at \$ no net, but for no less price. And correspondence on a less price and conditions will be a waste of time and postage.

Here we have \$\frac{3}{2}\$ net, but for no less price, And correspondence on a less price and conditions will be a waste of time and postage.

Here we have \$\frac{3}{2}\$ net for this advertisement to be lifted from the forms by the foreman 52 times and for sending at least \$\frac{1}{2}\$ copies of the paper to prove that the advertisement was inserted correctly. No wonder Geo. P. Rowell & Co. is quoted as worth from \$\frac{3}{2}\$00,000, and the average newspaper is quoted nix. It is just such transactions as this that makes the advertising agent rich and the newspaper poor. You charge kenty-five cents per line for advertising in the Printess' INK, as well might I offer you one cent per line for an advertisement, less \$\frac{3}{2}\$ por cent. payable in printing material on which I got

NO WASTE-BASKET MATE. 25 and 10 off. You would not do business in that way for a holy minute, and no newspaper should. Yours, R. H. Moore.

Mr. Moore has stated his convictions clearly: the advertising offer referred to he considers inadequate for the service he should give in return.

He has a good daily, rated in the American Newspaper Directory " K 2 i. e. exceeding 750 circulation. thinks \$10 a fair price for this particular advertisement, and the inference is he would at that price prefer to give every-day insertions one year rather than give one-time-a-week insertions during the same period. With him, 52 insertions one time a week will cost more than 312 insertions every daya clear illustration that space is not particularly valuable, but that labor is exceedingly high-priced in his office.

But to the main question: Is \$4 gross or \$3 net for the service required low? This same advertisement was sent with the same conditions to many other daily papers in Iowa, as well as to the leading ones throughout the entire country. The best daily in Iowa is the Des. Moines Register, and in that paper the Johnson advertisement cost for one year exactly \$8.03, or \$1.97 less than the Ottumwa Democrat demands, and the Register is credited with "G I" circulation rating (exceeding 5,000), so that, at the same rate per line for circulation, the Register, which has six times the circulation of the Democrat, is entitled (at the Democrat's rate) to \$60 for an advertisement it accepts for \$8.03; and again upon the same basis the Democrat gives the advertiser one-sixth of the circulation, and at onesixth of the price should receive \$1.34.

Another paper in the same State, with a circulation "H I"-exceeding 3,000-finds \$3.75 a satisfactory price for this identical advertising-in other words, it gives four times the circulation for about one-third the price required by the Democrat.

In the entire State of Iowa there is no paper to which this order was sent, excepting the Des Moines Register, which requires as much as \$8 for this work, excepting the Ottumwa Demo-crat. In a majority of cases \$4 was found to be a satisfactory price, and out of a list of more than 450 dailies in different States fully 200 dailies as good in every particular as the Democrat accept that amount.

The cost of this advertisement in the New York World one year, one time a week, is \$53.04. This paper circulates more than 180,000 copies daily. At ever, Mr. Moore did accept an order of the rate per line for circulation which one inch every day in daily and every the Democrat charged, the World would week in weekly one year for \$11.75. be entitled to \$1,272.96, and at the rate This would seem to be a fair basis upon per line for circulation charged by the which to compute the price of other

to 4 cents!

sent to Mr. Moore was a fair one, and is and what is not a fair rate to be the agents were as liberal as a due re- charged for an advertisement is one of gard to the interests of their customers burning interest, and the discussion of would admit of. But the opening of it cannot fail to be of benefit. The the question by Mr. Moore conveys case of the Ottumwa Democrat is of no clearly to the advertiser the unmistak- special importance, taken by itself, but able fact that, other things being equal, serves a good purpose as an illustration. the paper of large circulation is the cheapest: and that an occasional publisher of a smaller paper is inclined to believe he is entitled to more even than the larger one of greater value. It is for this reason that the reliable agent declines to say in advance just what a particular advertisement will cost. He can never tell what publisher will demand from him more than he can advise his customer to pay, and he finds it better when placing the advertising to be in a position to omit from his list the paper which insists upon what seems to be an unreasonable price.

In this particular case, however, it now appears that it would have been difficult for the agent to name a price for the Democrat that he could feel sure

would be accepted.

The Democrat's rates furnished the agency for guidance are as follows:

SPACE	1 week	S w'ks.	3,mo's	6 mo's	1 year
1 Square, 2 Squares	92.00 8.00	\$4.00 6,00		\$19.00 92,66	\$30,00 35,00
M	12,00 12,00 98,00 86,00	8,00 16.00 38,00 50.60		94,86 36,00 64,00 140,00	40,00 50,00 100,0 200,00
		1900 00		lan	***
Local addi Each addi Local colu	tional i	naertion			1.00

This table of rates has been copied by the photograveur process, which exhibits its peculiarities-its perfections as well as its faults.

There is no intimation as to whether the rates apply to the daily alone, the weekly alone, or both combined, and it is difficult to understand why one square should cost one week \$22, while two squares for the same time costs but \$8, and half a column

From the agency in question, how-World the Democrat would be entitled business. If so, is not \$4 for six lines, half a square, one time a week one year Clearly, then, the offer in question daily, enough? This question of what

IS IT AN ADVERTISEMENT?

A curious paragraph appeared at the bottom of one of the columns of the New York Sun of February 10, It was credited to Long Island Life, and did not bear any of the distinguishing signs with which the Sun invariably marks its reading notices. It had every appearance of a news article, yet this would hardly accord with the policy of the paper which has adopted as its particular motto: "If you see it in the Sun it's so." Another argument in favor of its being a paid-for advertisement is that it does not appear to have been the work of a trained newspaper man. But granting that it is an advertisement, can it be possible that Mr. Bixby purposes in the future to sell his blacking as an article of food? Here is the paragraph in question:

Every one knows S. M. Bixby, the manufacturer of a shoe blacking. I met him the other day standing in front of his factory, at the corner of Hester and Baxter streets, New York. I was amazed to see him busily engaged in cating blacking. He had a large shining box of "Bixby's best" in his hand. He was vigorously digging out the blacking with a large-bladed topic and stripe is with with a large-bladed knife, and eating it with apparent relish. Some portions that had escaped his digestive organs had made black patches on his face and nose. I asked him what on earth he was doing that for. "Oh," said he, "it's made of nothing but lampblack and molasses, any way. It can't hurt any one, I like it. It is good for digestion," Mr. Bixby then offered me a dose, but as I had been so long accustomed to using it for my shoes only, I could not reconcile myself to eating it. I hope that when Mr. Bixby is called to the realms above he may not be denied his little delicacy there. with a large-bladed knife, and eating it with delicacy there.

IT is well understood by fair-minded business men that local enterprises are dependent on the newspaper, while the newspaper is, to a certain extent, dependent on local enterprises. When the enterprise ignores the newspaper, the newspaper must retailate in kind.—Lancaster (N. H.) Democrat.

OBJECTIONS TO DISPLAY ADVERTISING.

H. F. Gunnison, of the Brooklyn Eagle, contributes to the current issue of the Newspaper Record an article in which he takes the position of the conservative publisher who would keep his columns as free as possible from all the devices by which the modern advertiser forces the attention of newspaper readers. After alluding to the great changes which have taken place within a few years in the methods of newspaper advertising, Mr. Gunnison sums up the situation as follows:

Briefly, what does a paper owe to its advertisers? That all shall be treated alike—that there shall not be one price for Jones and another for Smith; that in the matter of display type the small advertiser shall have the same advantage as the large; that every advertisement regardless of its space shall, typographically, have the same general make-up; that no preferred positions shall be given; that no part of a page shall be permitted to become more valuable than another, and there shall be no conspicuous blank space before there shall be no conspicuous blank space be-

All will agree, I think, that these rules are All will agree, I think, that these rules are desirable if they can be carried out. Some of the best and wealthiest papers in the country are conducted on these principles. They have refused many dollars from advertisers who wished to dictate the paper's advertising policy, but I doubt if, on the whole, their revenue has been any the less. They have certainly won the respect of business men; something other papers have not always done.

**Ry using large black type, a mechanical

By using large black type, a mechanical difficulty arises which our perfecting presses cannot overcome. Such type requires more ink and a heavier impression than that in which the body of the paper is set. To have sak and a heavier impression than that in which the body of the paper is set. To have the advertising pages print properly, the news pages will appear black and smoochy. Any newspaper printer can testify to the impossibility of satisfactory press-work under such conditions. An "off-set" is one of the results, and the handling of the paper by the reader is not conducive to cleanliness. The mes of cuts has the same effect. I am one use of cuts has the same effect. I am op-posed to cuts, not only because of the diffi-culty as to good press-work, but because of the disfigurement of the paper. If we could use only such pictures as were artistic and pleasing to the sight, it might be proper to do so; but when the doors are once once of the pleasing to the sight, it mayn be proper to do so; but when the doors are once opened the publisher must accept everything, from "Be-fore and After" to pictorial horrors of the latest medical "cures." A celtic or light-faced type can sometimes be used to advan-tage, but even then the harmony between the advertising and the news pages is lost. But the greatest objection, however, is the undue prominence given to long advertisements over short ones. The small "ad." becomes dwarfed and lost sight of when over-topped by a display of large type.

by a display of large type.

To my mind the composite letter built up with agate is the most satisfactory type where display is required. The advantages in presevork, and the general symmetry of the paper, is something so manifest that every publisher must admit the superiority of this form. One is as easy to read as the other, but the first will make a good-looking and

well-printed sheet while the second will not. The composite letter has not been more generally used, I think, because publishers have been afraid to refuse a few agents who have insisted upon the other style.

While black-face type is a thing to be avoided, its use is not half so great a violation of typographical propriety as the abominable practice of running advertisements across the page, or of throwing aside all column rules and surrendering as entire new to be printed. and surrendering an entire page to be printed upon after the fashion of a circus poster. It upon after the fashion of a circus poster. It is difficult to undersand by what process of reasoning publishers justify the publication of such monatrosities. Possibly this may be a "cranky" notion with which I am afflicted, but I believe the general public will endorse every effort on the part of the daily press to keep these pictorial and typographical nightmares out of their columns. Progressive papers to-dis a respaning no expense to make first-class journals. Writers were never better paid than now, and money was never spent with such lavishness in procuring news. Why should not the same spirit stimulate improvement in the mechanical make-up and appearent ment in the mechanical make-up and appearance of the paper? It may not be possible for all of us to live up to these high standards, but we can at least set the mark and do our best to reach it.

GROWS THE GRASS FROM WHICH HIS PAPER IS PRINTED.

A remarkable man is Edward Lloyd, the proprietor of the Duily Chronicle and Lloyd's Weekly Newspaper, which latter has the largest circulation of any newspaper in the world. Mr. Lloyd is one of the most pushing, driving and enterprising journalists of this of any other land. He has made journalism, or rather the publishing and selling of newspapers, the business of his life. He has brought into the service the latest inventions and the newest ideas. He does what no other newspaper in the world does: he not only makes the paper on which he prints his news, but he also grows the grass from which his paper is made. The visitor to his office is shown a large photograph of his Algerian news, but he also grows the grass from which his paper is made. The visitor to his office is shown a large photograph of his Algerian grass farm, with laborers busy gathering and packing esparto for his paper mills at Bow. Even the London Times does not make its own paper. The Telegraph has a mill of its own, but the enterprise of Mr. Lloyd in growing the grass has no parallel in the world. It may interest you to know that the very vessels that carry this esparto are owned by Mr. may interest you to know that the very ves-sels that carry this esparto are owned by Mr. Lloyd. The mills at which the paper is made employ the newest system of manufacture. In these days of extravagant claims of cir-

culation, American newspaper publishers, ediculation, American newspaper publishers, cut-tors and even readers may seem astonished when I add that the circulation of I loyd's newspaper, in a certified declaration from a firm of famous London accountants, is over 700,000 copies a week. The proprietor of this great property often spends as much as \$500 in billing and posting notices of forthcoming editions.—New York Star.

It is surprising to find how many (?) It is surprising to find flow many (1) people now engaged in other mercantile pursuits have been publishers (?) of newspapers at some time during their past career. When listening to their newspaper experience (?) you cannot help wondering if every man was a newspaper publisher twenty-five or fifty years ago, and if he was, who were the advertisers and purchasers of newspapers in those days.—

Jewelers' Catalogue.

Correspondence.

YOU CAN.

St. CLAIR COUNTY REPUBLICAN, OSCROLA, Mo., Feb. 3, 1890.

Geo. P. Rowell & Co.:

Can I make arrangements with you to publish your advertisement of PRINTERS' INK in exchange for eight or ten copies of that ex-Respectfully, OTTO L. RICE, cellent little journal?

NOT PROFITABLE,

ANDERSON, S. C., Feb. 13, 1890.

Editor of PRINTERS' INK :

Our experience has been that what is known as foreign advertisers generally want the best positions in the paper, for which they are will-ing to pay only about one-third the price we get from local patrons.

A. S. & R. R. Topp, Pubs. Journal.

YES, YOU WERE RIGHT.

NEBRASKA DAILY PRESS, NEBRASKA CITY, Feb. 6, 1890.

Editor of PRINTERS' INK;

An advertising agency made a contract with me for four (4) inches, one year, for a certain amount, and after six months' time sends in a smaller one of two (2) inches, and asks that we substitute it for the larger and run same extra number of insertions to make up for difference in space occupied, so that the contract would extend over and beyond the year. I refused to do so unless paid extra, and stated that unless my demands were allowed I would hold them to the original contract. right? E. A. BROWN, Manager.

FROM AN ADVERTISER.

OFFICE OF WILLIAM DREVDOPPEL, Manufacturer of Soap, Candles, Soda, etc., PHILADELPHIA, Feb. 13, 1890.

Editor of PRINTERS' INK:

I read with great interest your neat little I read with great interest your neat little paper, and consider it of value to all advertisers from the hints it gives. * * Advertising I consider to be a science that is developed best by study and experience, but oftentimes our first efforts are our best, because in later years the inspiration and pains taken to make an advertisement are worked out. The growth of a man's business is often a check to his efforts at improvements in advertisements, as he then has less time to devote to the consideration of this important branch of his business. I find that professional writers and designers of adver-tisements often fail to bring out the one or two most important facts about your goods. In this respect the maker or seller of the goods advertised has an advantage over the professional advertising writers or designers. Another thing, I find it always pays to be kind and courteous to advertising solicitors, but I sometimes think it would pay the latter to consider carefully the value of business men's time, I think that advertisers are too lenient with publishers in not insisting on every provision of a contract, particularly location, being carried out, yet when we do insist we are called "kickers." So it goes. WILLIAM DREYDOPPEL.

OUT-OF-PLACE ADVERTISING.

Editor of PRINTERS' INK :

The following paragraph is from the New York Tribune of February z, inst.:

"An expert in advertising matters declares that the day for pointing advertising signs on rocks and fences has passed. We are glad to hear is. A good deal of fine scenery has been ruined by hideous 'advertisements' painted in the most conspicuous places. Sich attempts to puri patent medicines and the like ought to do their authors more harm than good."

This is all true and pertinent. But the paper in which this was printed as a minor editorial paragraph is, so far as I know, the most notable promoter and example of a tendency in newspaper advertising which is vastly more objectionable than that other sort of advertising which it censures. I mean the tendency toward subordinating the rights of the reader to the demands of the advertiser, and to the imposition upon the reader of advertis-

ing under the disguise of reading.

In the very issue of the Tribune above cited there are eight display advertisements cited there are eight display advertisements of from 3½ to 9 inches space, each representing proprietary medicines or goods, and each placed either at the foot or at the top of a column of reading, with reading matter on each of three sides. The larger part of this reading matter is the Tribuse's excellent reading matter is the Province accelent presentation of two subjects of great interest— the notable wrecking of three banks and the political struggles at Washington and Albany. Of this matter, thirteen columns (36 inches) are offensively obtruded upon and subordi-nated to eight advertisements which aggregate only 30 inches.

In that same issue of the Tribune is some what more than a half-column article of reidwhat more than a half-column article of rela-ing matter—an advertisement, pure and sim-ple, of a tonic preparation, set in exactly the same type as that of the legitimate news matter that surrounds it on three sides, paid for by the advertiser and accepted by the business office of the paper in the full purpos of making it appear as reading matter selected

of making it appear as reasons, by the Tribune's editors.

The Tribune's Gunday, ad inst., has 36 columns of its very best reading matter subordinated to and offensively trespassed upon by dinated and offensively trespassed upon by the subordinated to and offensively trespassed upon by the subordinated to and offensively trespassed upon by the subordinated to a subordinated to subordinated to a subordinated to a subordinated to a subordinat 22 display advertisements. "The leading American newspaper" is not the only sinner of this sort, but it is the chief one, and the one most damaging to the legitimate business interests and right methods of the American

Without going into the obvious line of argument suggested by this procedure, I submit that it is an affront, and to a certain extent a fraud, upon all who buy papers which are so gratuitously and offensively degraded by business interest; that it is a confession of weakness in respect to the real worth of the papers to their adequates. to their advertisers; that, since it does offend and react upon the minds of readers, the re sentment thus produced is in the long run an actual and appreciable damage to the advertisers themselves. The whole tendency of the current abject surrender to the demands of advertisers for special positions and paid read-ing is wrong in itself and hurtful to the real interests of those who either sell or buy advertising space.

HONOR BRIGHT.

The Gospel Standard, an English Baptist newspaper of very strict tendencies, advertises that "No charge is made for inserting the death of godly persons."-St. John Globe.

Miscellanies.

F .- Find anything in the paper? G.-No; I was just glancing over it to see if anybody I knew had been born. - Texas

It doesn't appear that the opposition of the Minneapolis clergymen to the Sunday newspapers has the indomement of St. Paul.— Boston Herald.

"I guess I am the litter-ary editor." said the janitor as he tried to bring the chaos of the editorial room up to at least primitive civilization.—Philadelphia Times.

"Somebody dropped a quart flask of whiskey on our stairs last Tuesday," writes a Western editor. "The owner can have the flask by proving property .- Burlington Free

Shears—The Screecher is conducted

with a great deal more snap than formerly, Payste—You're right. Every day it has an editorial headed "The Screecker is a news-paper."—Time,

Subscriber—What is the definition of the word "intermittent?

Editor-Trying to flirt with a woman who is sitting in a rocking-chair by a window.—
Morning Journal.

Teacher—Can you mention a species of cold-blooded animal which multiplies with

astonishing rapidity?
Son of a Journalist-Yes, the creditor. That's what pa says .- Texas Siftings.

Stranger (to botel clerk)-What are all those strange marks on this register? It looks as if fifty hens had been walking over it. Clerk-Keep quiet, man; those are the autographs of the Nebraska editors. - Exchange.

When the editor proposed and was accepted he said: "I would be glad if you would give me a kiss." She hesisted, and he added: "Not necessarily for publication, but as evidence of good faith." She could not resist that.—Exchange.

Editor-This is the second time you have failed on an assignment. You can't seem to cover a big story; what makes you

get so excited?

Reporter—Don't know; even when a baby I was awfully rattled, -Exchange.

The Free Press is still a crying for The Free Fress is still a crying for whiskey, and is the friend of the whiskey men teeth and toenails. There never was a fairer or more impartial judge than the Hon. Judge Butler, and we know beyond all questions of doubt that he will act fair and impartial in this matter when it comes before him. Quad erat faciendum.—Pocahoutas (Ark.) Free Press.

A Texas Editor Rejoices: Though A Texas Editor Rejoices: Though the swine "parteth the hoof and cheweth not the cud," yet verily its backbones and ribs are splendid grub. Joe Sherman killed a hog, and knowing we did not belong to the synagogue, and that our name was not Isaac, generously divided the ribs with us and gave us all of its backbone. If the swine is unclean and don't chew to bacco like an infield Turk, still it is all right when it is dead and in proper trim for direction.—Crashe Constat News. trim for digestion,-Crosby County News.



FARMING IMPLEMENTS.

600

KINDS of

COMMENDATIONS

Boston, Feb. 15, 1890.

Editor of PRINTERS' INK:

I think your little paper is a gem, or rather collection of gems. C. W. WILLIS, a collection of gems,

Ingalls' Home Magazine, Lynn, Mass., Feb. 12, 1890.

Geo. P. Rowell & Co. :

* * I enjoy PRINTERS' INK very much. Each number contains points, and that's what we want. J. F. Ingalls.

THE CYCLER,

STAMPORD, Conn., Feb. 15, 1890. Editor of PRINTERS' INK :

We base our success as publishers by using Printers' Ink as a guide. * * * W. R. Jessup, Manager.

EVENING JOURNAL, ALBANY, N. Y., Feb. 12, 1890.

Geo. P. Rowell & Co.:

* * We intend to use more or less space in PRINTERS' INK during the current year.

THE PRESTON CHEMICAL COMPANY, GALVESTON, Tex., Feb. 5, 1890.

Geo. P. Rowell & Co.:

* * We find PRINTERS' INK a publicaesting. JAMES SPILLANE, Secretary.

THE PREKSKILL MESSENGER, PREKSKILL, N. Y., Feb. 3, 1890.

Editor of PRINTERS' INK

* * I read the bright thoughts and valuable hints in your little journal with a great deal of interest.

WILLIAM J. CHARLTON, Manager.

THE REVIEW, REIDSVILLE, N. C., Feb. 14, 1890. Geo. P. Rowell & Co. :

. . PRINTERS' INK is the most excellent manual for advertisers I ever saw. I wonder now how I got along without it, * * * EDWARD GILLIAM.

BROOKLYN, N. Y., Feb. 8, 1890

Geo. P. Rowell & Co. :

* * * PRINTERS' INK I am in receipt of by the kindness of Mr. E. C. Allen, I enjoy the perusal of it very much, especially the specimen "ads." with comments. * * *

THOMAS D. MCELHENIE, Chemist,

THE TRENTON COURIER, TRENTON, Ontario, Feb. 3, 1890. Geo. P. Rowell & Co.

* * PRINTERS' INK has given me many valuable suggestions, and I read it with a great deal of interest each week. * ROLAND WOOLSEY

Editor and Publisher,

ARKANSAS BAPTIST, LITTLE ROCK, Ark., Feb. 14, 1890. Geo. P. Rowell & Co.

* * You are making a splendid paper for publishers, and we only hope that as your patronage by advertigers increases that you will not lessen your efforts to make PRINTERS' INK as indispensable to publishers as it now is. ALLEN & CLARK.

SPOKANE FALLS CHRONICLE, SPOKANE FALLS, Wash., Feb. 5, 1890. Geo. P. Rowell & Co. :

Herewith I take pleasure in inclosing order for your excellent little journal of the craft, PRINTERS' INK. It is the best thing of the kind extant, and it is always read by myself with both pleasure and profit.
W. D. KNIGHT, Proprietor.

ROCKFORD, Ill., Feb. 10, 1890.

Geo. P. Rowell & Co.

* * * I find the little journal chuck full of good ideas that are worth indexing for fu-ture reference; ideas not alone on the value of printers' ink, but ideas that are very suggestive to any one who is trying to succeed and is willing to learn. PRINTERS' INK comes to me through the courtesy of Mr. E. C. Allen, and I take great pleasure in carefully reading it to catch any new idea that it may con-FRANK H. BALDEY. tain,

> THE SELIGMAN SUNBRAM, SELIGMAN, Mo., Feb. 8, 1890.

Geo. P. Rowell & Co.

Gee, P. Rowett G Co.:

Your valuble publication, PRINTERS' INK, at hand, and must say that I like its tone and style. It should be in the hands of every honest and reliable advertising firm and every newspaper office in the land, for it is worth its weight in gold to both publisher and advertiges. It sives good sound ideas. tiser. It gives good sound ideas. * * * * With best wishes for success, I am, yours fraternally, JNO. G. MAUGER, Editor and Proprietor.

THE PICTORIAL WERKLIES' COMPANY, J. A. Mitchell, Pres.; Andrew Miller, Treas.; J. S. Metcalle, Sec.; B. R. Davenport, Mgr. NEW YORK, Feb. 18, 1890. Editor of PRINTERS' INK:

A little while ago you gave in PRINTERS' INA A description of the pictorial weeklies, our new publishing enterprise. This has provoked so much inquiry that we are going to try your advertising pages. Please insert the inclosed copy, set to one-half page, and charge us your regular rates for two insertions. I think you would have been as much surprised as we were could you have known the amount of correspondence arising from your mention of the pictorial weeklies.

JAMES. S. METCALFE, Secretary.

LOCKWOOD, N. Y., Feb. 3, 1890. Geo. P. Rowell & Co. :

A few weeks ago I received notice from some person saying he had instructed you to send PRINTERS INK to my address one year. When the little journal came, a few days after-ward, and I had examined it and wished to make acknowledgment to my unknown friend, the letter had been mislaid and could not be found. Please allow me to make the same through PRINTERS' INK. Also allow me to say it needs but a glance at its pages to see that hundreds of dollars may be saved to large advertisers by studying its conciseness and well-chosen styles and make-up of adver-tisements, and its judicious criticisms of what needs be said of an article or business in order to suit the people best in a locality where the publications circulate. I have no doubt it will be a great help to me. * * * Yours, J. H. Andre.

Women are very regular in their shopping. They buy by advertisement. -St. Louis Globe-Democrat.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS

GEO. P. ROWELL & CO., PUBLISHERS. Office: No. 10 Spruce St., New York,

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers.

ADVERTIBEMENTS, agate measure, a5 cents
a line; \$90 a page; one-half page, \$05; onefourth page, \$15.90. First or Last Page, \$100.
Second Page, next to the Last Page, or Page
first following reading matter, \$75. Doublecolumn advertisements, occupying less than
country." The most complete in this
column advertisements, occupying less than
fourth page, charged double price. Special ure of the case is the present location of
the day of publication.

NEW YORK, FEBRUARY 26, 1890.

No one can say exactly what constitutes a good advertisement. The only general definition that it is possible to give is that a good advertisement is one that accomplishes its object.

THE Portland (Me.) Evening Express, in an editorial published Feb- knowledge which does not devote one ruary I, claims the largest circulation entire page to the advertisement of in the State. "To be sure," it says, Pear's Soap." Upon this the Critic's "this claim is made by several other "Lounger" remarks: "This is a daily papers of Maine in behalf of distinction, surely; yet it has never themselves, but our statement is borne out by the bare facts in the case.'

Newspaper Publishers' Association, re- white.' ' ported especially for PRINTERS' INK, occupy nearly five pages of this issue, and are worth a careful reading by adprove of actual value.

A RATHER curious suit for damages has been brought in Chicago by a well-known advertising solicitor. The defendant is Potter Palmer, owner of the Palmer House; the plaintiff, Francis E. Duffy, and the cause of action the loss of an overcoat, which was stolen from the plaintiff while he was playing billiards in the Palmer House. Mr. Duffy sues for \$15,000, claiming that

A PUPIL in a New York private school has innocently furnished a unique commentary upon the value of advertising. The class in English Literature were required to write compositions upon the well-known literary publication, the Critic. In the manuscript handed in by one of the girls in the class was the following: "The Critic is the only magazine to my before occurred to any one to classify the paper by it. It reminds one of the claim in behalf of a certain choc-THE proceedings of the American olate-that it is 'the only one that turns

SMALL advertisements, appearing only one or two times, or reappearing vertisers as well as publishers. The at intervals, give a newspaper a live knowledge of the action taken by this and prosperous look. They make more association along certain lines may trouble to the foreman; and small newspapers object to them on that account, while large and successful jour-EVERY testimonial to the value of nals seek for them to such an extent as advertising is a help to the great in- to make it evident that they are willing terests involved in the newspaper busi- to insert at lowest price the sort of adness. Of course the value of the testi-monial depends largely upon the posi-care. The fact is, the small "Want" tion of the person from whom it comes, advertisements which appear in the The great New York dry-goods house most successful newspapers have as of H. O'Neill & Co. has been one of many and perhaps more interested readthe largest advertisers in the New ers than the leading editorials do which York papers. Speaking apropos of a appear in the same issues. A good proposed enlargement of their premises, illustration of the opposite views entertheir manager and confidential clerk, tained about this sort of advertising W. G. Thomas, attributes their success by distinct classes of publishers is to in great part to systematic advertising be found in the article which appears "I firmly believe," he says, "that for in this issue of Printers' Ink under every dollar expended in that way we the heading of "No Waste-Basket have received two dollars in return." Material Here,"

BLOWS direct, straight out from the TO REACH 33,525 DRUGGISTS. shoulder, are the kind that tell in the advertising business. Leave the cultivation of the rounded, rhetorical style 1889 contains a list of 33,525 wholeto the learned magazinist whom nobody sale and retail druggists. reads. The advertiser must be read.

THERE is something exquisitely humorous in some of the subjects that were proposed for discussion at the meeting of the Wisconsin Press Association, held at Janesville on February 18. Here are a few of the topics that the Wisconsin journalists find it profitable to debate:

Is the advertiser made for the newspaper, or the newspaper made for the

advertiser, or both?

Is the business and editorial field of the average country paper restricted? How can we get on the blind side

of the advertiser?

WANT ADVERTISEMENTS.

THE TRIBUNE, BAY CITY, Mich, Feb. 15, 1890. S Editor of PRINTERS' INK:

Do you think there are a sufficient number of your subscribers interested in learning something about booming newspaper. Want? advertisements to warrant your discussing it a little in your journal? About every other line of advertising has received your attention. I read PRINTERS! INK with great pleasure and receipt but at receipt any most bright. ure and profit, but at present am particularly interested in building up the want columns. J. S. Macpherson, Business Manager.

The subject will be considered in due time. In the meanwhile communications are invited from publishers and in a practical manner.—[Ed. PRINT-ERS' INK.

BOOKS ON ADVERTISING.

ORIGINAL ADVERTISING BUREAU, E. A. KELLOGG, Manager, ALBANY, N. Y., Feb. 11, 1890. Geo. P. Rowell & Co.:

If you know of any book or treatise on advertising, giving a history of the art from the earliest times down to the present, will you be kind enough to give me its name and publisher? E. A. KELLOGG.

"A History of Advertising, from the Earliest Times," by Henry Sampson, is probably what you want. It is published by Chatto & Windus, Piccadilly, London, with anecdotes, biographical copies, notes, fac-similes, etc. Another volume GEO. P. ROWELL & Co., Publishers, that may prove of interest is "About Advertising," by Nathaniel C. Fowler, Jr.; published by L. Barta & Co., 54 Pearl street, Boston, Mass. - [Ed. PRINTERS' INK.

Martin's Druggists' Directory for

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK of the issue of March 5, 12, 19 or 26 will be sent to every individual or firm in this list. To one-fourth, March 5; to one-fourth, March 12; to onefourth, March 19, and to the remainder March 26.

Many of these druggists and apothecaries spend considerable money in advertising patent medicines and other specialties of their own manufacture.

An advertisement, setting forth the merits of a first-class newspaper as an advertising medium, and appearing in these special issues of PRINTERS' INK, should and probably would attract favorable notice from those into whose hands the paper will come.

Orders for advertising in PRINTERS'

INK are solicited.

The first page has been sold to N. W. Ayer & Son, Newspaper Advertis-ing Agents, of Philadelphia, for the full year 1890, and the second page is also permanently occupied by the Philadelphia Ladies' Home Journal; the other preferred pages may be se-

cured for any of these issues. PRINTERS' INK is issued INK is issued weekly, and is the trade journal of American Advertisers. It indicates to the inexperienced advertiser how, when and where he should advertise; how to others who are able to treat the matter write an advertisement; how to display one; what newspapers to use; how much money to expend-in fact, discourses on every point that admits of profitable discussion. Advertising is an art practised by many, but under-stood by few. The conductors of PRINTERS' INK understand it, and their advice is based on an experience of more than twenty-five years in placing advertising contracts for many of the largest and most successful ad-

Orders for advertising in PRINTERS' INK are solicited.

No edition of PRINTERS' INK in 1890 has been so small as twenty thousand

10 Spruce St., New York.

RIVAL ADVERTISING QUACKS .-Each throws out high-sounding expression and words a foot and a half long. - Horacs,

DR. TALMAGE AS A JOURNALIST. A HUMOROUS VIEW OF ADVER-TISING.

Rev. Dr. Talmage preached to another immense congregation at the Academy of Music yesterday morning. Before the sermon Dr. Talmage said he was about to make one of the most important statements he had ever made in connection with the Tabernacle. He

continued:

"We are building a new church. We must "We are building a new church. We must have \$10,000 more in order to dedicate the church free of debt. We propose to raise it in this way: Many know that I have become editor of the Christian Herald, and that next week I take that chair. The first 100,000 subscriptions to that paper will be paid to the treasurer of the Brooklyn Tabernacle if obtained the treasurer of the Brooklyn Tabernacle in the treasurer of the Brooklyn Tabernac tained this year, or as many of them as are obtained this year, and that is the way we will build the church.

build the church.

"The subscription price of the paper is
\$1.50 a year. We are going, through that
paper, to ask all present subscribers in the
same way to help us in the various cities and
neighborhoods in the United States. We
want you first to subscribe for yourself. Then want you first to subscribe for yourself. Then we want you by letter to appeal to your friends abroad to subscribe. Then we want you to subscribe for those in whose spiritual

welfare you are interested.

welfare you are interested.

"A meeting of the congregation and their friends will be held immediately after the benediction this morning, when you will please come up and report how many Christian Heralds you will be responsible for, or how much you will subscribe directly to the church building fund. As for myself, I subscribe a year of services without any salary," (Applause),—New York World.

AN ADVERTISING LAW.

The present Legislature, says the Shelby-ville, Ky., Sentined, will be asked by a com-mittee from the Press Association, appointed for that purpose, to consider a general adver-tising law for the State of Kentucky, whereby all sales made under order of the court must all sales made under or the out of the base be advertised for a stated time in the paper having the largest circulation published in the county where the sale is to be made. Under the present law the only notice required to be given is a simple written notice posted at the court-house door, subject to the de-structive spirit of the first idler who sees it. No general publicity whatever is given to such sales, and the heirs are oftentimes losers to a considerable extent, merely because of lack of advertising.

BAD NEWS FOR NEWSPAPER DEAD BAD NEWS FOR NEWSPAPER DEAD BEATS.—Cheerful news for newspaper proprietors comes from Ohio. A paper in that State recently brough suit against forty-three men who would not pay their subscription, and obtained judgment for the full amount in each case. Twenty-eight at once prevented attachment by making affidavit that they had no more than the law allowed. Under the decision of the Supreme Court they were arrested for petit larceny and bound over in the sum of \$3.00. Six of these did not give bond, and went to jail. This is the result of the working of the new postal law, which makers it larceny to take a paper and refuse to makes it larceny to take a paper and refuse to pay for it. - Western Journalist.

THE man who is so settled in business that his business cannot increase had better settle in another world,—N. C. Form-Ler, Jr.

In this age the business man who does not advertise is doomed. Every style of advertis-ing pays, but the greatest results are acquired from utilizing the advertising columns of a properly conducted journal. An inch advertisement in a newspaper is worth a dozen on a

We never knew of but one case in which advertising did not pay, It occurred in Chicago, A burglar overlooked eighty dollars in a

A burglar overlooked eighty dollars in a bureau drawer, and the papers so announced. He returned the next night and not only secured it, but a suit of clothes besides.

The man who doesn't hang out his shingle and advertise, dies and leaves no sign. The right kind of eyes for business men is advertise. Puffs in newspapers help many merchants to "raise the wind."

No class of people realize the benefits of

No class of people realize the benefits of advertising as much as actors and actresses. Mrs. Langtry did not object to members of the English aristocracy butting and clawing the Enginsh armicoracy butting and clawing each other on her account, as she realized the benefit of the free advertising she got, A year or so ago, a half-crary actor named O'Conor, who was making a hit, begged the newspapers to let him alone. They did so, and soon afterward he was out of a situation and hauled up for debt.

Death and discontinuance of an advertisement is regarded as positive evidence of going out of business .- S, in Texas Siftings.

ONE of the leading paper dealers a few days ago was estimating the daily con few days ago was estimating the daily consumption of paper by the newspaper press of this city. The Sun, he put down at 18 tons; the Herald, 14 tons; the World, 2 tons; the Tribuse, 4 tons; the Shaats-Leitung, 10 tons; the Press, 8 tons; the Morning Journal, 8 tons; the Commercial-Advertiser, 7 tons; the Sar, 5 tons; the Times, 6 tons; the Daily News, 7 tons. Total, 139 tons. Of course, all this paper does not come from one manufacturer, 1 trequires most of the products of several manufactures. Hence, if the New of several manufacturers. Hence, if the New York press were wiped out of existence, the paper industry of the U. S. would suffer a shock from which it would not soon revive.— Geyer's Stationer.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25e. a line.

66 COMFORT." 200,000 ! 75 cents a line.

THE OREGONIAN-Whole North Pacific.

PITTSBURGH PRESS—LEADS THEM ALL! 35,000 Daily average.

NEW YORK WEEKLY. 41.25 per agate line, Circulation, over 200,000.

3, 000 NEWSPAPERS use Challen's Advertising and Subscription Books.

THE ODD FELLOWS' REVIEW, Chicago, is for sale. Paid 40 per cent. 1889.

HOME, FARM AND FACTORY, St. Louis, Mo., A 1; 60,000; one inch, \$50 a year.

ESIGNER AND ENGRAVER of advertise-ments. Will. A. Stevens, Coldwater, Mich.

HEROLD DES GLAUBENS, St. Louis. Established 1890. Weekly. Circ'n 19,000. LANDWIBTH, St. Louis. Agricultural. Monthly. Circ'n 21,000. Present rate, &c.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

3, Becord of Contracts. 10 Spruce St., N. Y.

FAMILY STORY PAPER—Circ'n larger than any other story paper. \$1.25 per line.

THE DENVER REPUBLICAN aweeps the State—Colorado, A "pure gold" medium.

DAILY STAR, Franklin, Ind. Only Daily in County of 23,000 people. Goes to every post-office daily.

THE ADVANCE, Bunker Hill, Ill. Only Prohibition paper in Southwestern lliinois. \$50 per column.

THE Leading ALABAMA Newspaper—the Birmingham AGE-HERALD. Daily, 6,102; Sunday, 8,887; Weekly, 17,983.

A DVERTISERS in every line of business save money using Challen's "Record of Contracts." 10 Spruce st., N. Y.

BOOK PUBLISHERS everywhere use Challen's "Record of Manufacture," of "Books sent Papers," and "Sales Book."

CHALLEN'S "LABOR SAVING RECORDS" are adapted to every profession and business; on hand or made to order.

DEALERS in Printers' Materials and Advertising Agencies all sell Challen's "Labor Saving Records." Challen, 10 Spruce St.

IF YOU USE premiums or contemplate doing so, send for catalogue of Premium Goods. W. PRESCOTT PRAY, Lynn, Mass.

THE HUNTSVILLE (Ala.) MERCURY is a visitor to nearly every household in the fertile Tennessee Valley. It is older than the State.

WANT TO BUY a Republican County-Seat Newspaper. Part cash and part time. Address "BUCKEYE," care PAINTERS' INK, New York.

THE "PERSONAL" COLUMNS of the Philadelphia ITEM show immense results. One advertiser spent \$1.00 for four lines and got 237 answers.

THE SUNBEAM, Seligman, Mo., published Br-Weekly. Circ'n 1,560. ADVERTISERS will find it an excellent medium for S. W. Mo. and N. W. Ark. Thy rr.

A DVERTISING THAT PAYS.—The Philiddelphia ITEM at 30c. a line, transient; 25c, by the year. Circulation, 164,944 Daily average every issue 12 months.

THE ONLY INDIAN TERRITORY PAPER Preferred Newspapers." Jan., 1890, was THE INDIAN CHIEFTAIN, Vinits, Ind. Ter.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

WE WILL BE PLEASED to receive the address of every reader of "Isk,"—mailing to them, free, our illustrated circular, with testimonials, of an article that all smokers hall with delight. Respectfully, W. M. HEWITT, Peachton, Ohlo.

IT FILLS THE FIELD. THE MERCURY, of Huntsville, Ala., offers great inducements to advertisers. It is a household word in the homes of that prosperous section.

20 BUYS HALF INTEREST in leading the property of 5.00. Cash business last year over \$7.00. If you have \$4.00 cash, write FRANK FULLER, Brighton, Mich.

NOW IS THE TIME to revise and systematize your subscription lists. The Acuse Subscription Account Book is the best method in use. Specimen sheets and prices on application to R. E. CAPRON, Ware, Mass.

PRINCESS OF THE PLAINS"—Wichita, Kansas. And THE EAGLE! Greatest of all Kansas Dalies. Rates high, but no higher than any other medium of EQCAL VALUE. Reaches 150 Southwest Kansas points.

O VER A MILLION people read "COMall along the line. March edition 20,000 guaranteed and proven. Rates only 75 cents per line. THE GANNETT & MORSE CON-CERN, Augusta, Me.

INFLUENTIAL PAPERS HELP SALES. With the leading families of the country live the teachers. These all read the POP-ULAR EDUCATOR, of Boston. Recognised at home and abroad as the leading educational organ of America. Received gold medal at Paris Exposition.

THE ARGONAUT is the only High-Class Political and Literary Weekly published on the Pacific Coast. It goes into all the well-to-do Families of the Facific Coast. It has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies. Thousands of single stamped copies of it pass through the post-office every week, remailed by atbacribers.

A MASTER PRINTER, capable of conducting and extending an aiready large general Job Basiness, has a rare opportunity offered in connection with one of the oldest publishing companies in the central States, in a prosperous, growing, manufacturing ferred. Address "SIXTY-FIGHT." care of PRINTERS' ISE, 10 Spruce St., New York.

THE guaranteed and resular circulation of THE MEDICAL WORLD is now larger than the MEDICAL WORLD is now larger world. The doctors are good buyers. Why not make them, your patrons? Can you do better than to pia- 9 your advertisement be fore the medical profession of this country? Send for proof of circulation, rate, etc. Address THE MEDICAL WORLD, 1230 Chestnut S., Philadelphia.

DEVNSYLVANIA.— For \$131.59 we will neert a one-inch advertisement, one month, in an excellent divertisement, one month, in an excellent list of Pennsylvania newspapers, consisting of 31 Dailles and 57 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the paper daily as received. The proof of new triangles of the proof of the price of the price of the proof of the price of the price of the proof of the price of the

R HODE ISLAND.—For \$10.28 we will insert a one-inch advertisement, one month, in a list of Rhode Island newspapers, consisting of i Dally and 8 Weeklies. Price for three per cent discount when check in full payment accompanies order. Orders are forwarded to the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address \$60.

TREET & SMITH, Publishers of the New York Weekly, write under date of Jan. 48, 1880, as follows: "Publishers of Frantzas! INE—We have had a little two-line advertisement fifty cents' worth running in your paper for a few weeks, and we find it a very good investment. The inclosed letter is only one of a large number we have received."

SOUTH CAROLINA.—For \$5.75 we will insert a one-inch advertisement, one month, in a sysall list of South Carolina newspapers, consisting of 1 Daily and 3 Weeklies. Price for three months twice the price for one month. Five per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO, P. ROWELL & CO., 10 Spruce St., New York.

TUENNESSEE.—For \$21.13 we will insert a non-inch advertisement, one month, in a list of Tennessee, newspapers, consisting of 2 Dailies and 5 Weeklies. Price for three per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce SE, New York.

TEXAS.—For \$11.13 we will insert a onelist of Texas newspapers, consisting of
1 Daily and 7 Weeklies. Price for three
per cent. discount when check in full payment accompanies order. Orders are forwarded to the papers will be sent on application.
Proof of advertisement can be submitted before sending out. If desired. Address 6EC.
P. ROWELL & CO., 10 Spruce St., New York.

The American Newspaper Directory for 1800 will be published and ready for delivery on Monday, March 81. The subscription price is five dollars: which includes, in addition to the book, a paid subscription for one year for PRINTERS INK, which is published weekly, and contains, in almost every issue, information needed to bring the Directory reports down to date.

OFFICE OF JAMES PYLE & SONS, NEW YORK, Feb. 15, 1890.

Messrs. Geo. P. Rowell & Co., 10 Spruce St., City:

GENTLEMEN-

Kindly send us a copy of your American Newspaper Directory

> for 1890 with bill

as soon as published.
We find it about as valuable as a deaf
man does an ear-trumpet.

Yours very truly, JAS. PYLE & SONS.

The American Newspaper Directory for 1880 will be published and ready for delivery on Monday, March 31. The subscription price is five dollars: which includes, in addition to the book, a paid subscription for one year for Prinswass Isk, which is published weekly and contains, in almost every issue, information needed to bring the Directory reports down to date.

VERMONT.—For \$10.50 we will insert a non-inch advertisement, one month, in a list of Vermont newspapers, consisting of 1 Daily and 9 Weeklies. Price for three months twice the price for one month. Five per cent, discount when check in full payment accompanies order. Orders are forwarded to the papers daily as received. A list of the papers will be sent on application. Proof of advertisement can be submitted before sending out, if desired. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

VERY OFTEN I have advertised other people; this time I advertise myself.

I WANT to withdraw from my present business connection, and make a trade by which I can employ my experience, skill, knowledge and force (in or out of New York)

—as manager of the advertising department of a widelycirculated publication,

—as the advertising man for a large advertiser,

—as business manager for a good paper,

["A good business manager,—he who can control a profitable advertising patronage and [with proper capital] knows how to boom the circulation, is an invaluable man."—Philadelphia Times.]

-or in the publication department of a leading daily.

Write, if you wish particulars,

W. W., Care Printers' Ink.



FOR THOSE Advertisers who have a credit so well established as to make them safe customers, we secure the most important advantages. We can devote our energies to securing for them what is

ought to be had; without constantly contemplating a possible loss liable to sweep away, not only all commissions earned, but in addition, leave us responsible for heavy obligations to publishers. We seek the patronage of responsible advertisers who will pay when the work is done! and of experienced advertisers who will know when they are faithfully and intelligently served! Address, Gro. P. Rowell. & Co., Newspaper Advertising Bureau, 10 Spruce St., New York.



Reduced FAC-SIMILE of front page of permanent cover, beginning March, 1890.

ADVERTISING RATES.—Ordinary displayed adv'ts 80 cents per agate line. DISCOUNTS.—3 months, or soo lines, 5 per cent.; 6 months, or soo lines, 20 per cent.; 8 months, or soo lines, 20 per cent.; 8 months, or soo lines, 20 per cent.; 8 mediag notices not desired; but, if insisted upon, will be accepted at \$1.50 per agate line for entire space occupied, subject to above time and space discounts. COVER RATES.—% page (170 lines), \$100.004 \(\) page (200 lines), \$175.00 \(\); 10 \(\) to 300.006.

COVER DISCOUNTS.—3 most, 5 per ct.; 6 most, 10 per ct.; 12 most, 20 per ct. THE HOUSEWIFE Subscription List, owing to very liberal advertising, will soon reach the 200,000 mark. Line rate will then be advanced to \$1.00. Send in your orders NOW, and get the benefit of the present low scale of prices.

Bills payable monthly. Cash with order from advertisers unknown to us.

Bills payable monthly. Cash with order from advertisers unknown to us,

HOUSEWIFE PUBLISHING CO., 111 Nassau St., - NEW YORK, N. Y.

Advertisements accepted through any responsible Advertising Agency.

THE ADVERTISER.

of the American Newspaper Bureau, than the total of the four rated as 2,000; New York, have issued a list of "Pre- more than double that of any two exferred Newspapers," published in the ceeding 4,000; equal to four of the United States, which they specially rec- five rated as 2,500, and to ten of the ommend to advertisers "who prefer twelve rated as 1,000. The average to confine their advertising investments circulation of the thirty-nine papers, to such as are likely to pay them best." based on the Directory rating, is 2,205, the American Newspaper Directory, papers on this list, of an advertisement one of the best-if not the best-and occupying one inch space, the rate most reliable works of the kind issued, would be \$1. The rate for the same No pains are spared by the publishers space one insertion in the Daily Times of the Directory to obtain an accurate would cost no more, and for a single statement of the circulation of every insertion each in the Daily and Weekly newspaper named in their book.

The number of newspaper publish- of 18,000, the price would be \$2. ers that furnish the Directory with a With reference to the papers pubdetailed and sworn statement of their lished in Hartford included in the circulation, and upon which as to the "Preferred List," we are led to make accuracy of same the publishers of the comparisons of interest to advertisers. \$100, is limited: we believe that the to pay them best:" The Daily Courant cut " Preferred List."

1889.

as follows, viz.:

Three exceeding	5.000
Four exceeding	4,000
Five exceeding	3,000
Five exceeding	
Four exceeding	
Four exceeding	
Twelve exceeding	1,000
Two exceeding	250

it will be seen that the circulation of lished in Connecticut.

THE REST NEWSPAPERS FOR the Daily Times is equal to any two of the three papers exceeding 5,000, to four of the five rated at 2,500; greater George P. Rowell & Co., proprietors than three of the five exceeding 3,000; Rowell & Co. are also the publishers of and for a single insertion in any of the Times, with an aggregate circulation

Directory guarantee to the amount of seeking the mediums that "are likely Times is the only one of the Connecti- and the Daily Post are two of the four papers rated, each as exceeding 4,000. The circulation rating of each paper A single insertion in both of these named in the "Preferred List" is the papers, with an aggregate circulation same as is given in the twenty-first of 8,000, would cost the advertiser edition of the American Newspaper \$2.00; in the Daily Times (10,000) Directory, which was issued in April, \$1.0%, or in the Daily and Weekly Times (18,000), \$2,00.

The number of newspapers published The price charged by each of the in Connecticut in 1889 was 178, and of Hartford daily papers for inserting a that number 41 are selected for the three-inch advertisement one year is "Preferred List," the Daily and Week- the minimum rate shown on their rely Times being among the number, spective schedules, and to each one Of the 41 papers, there are 22 dailies thousand copies of their respective cirand 19 weeklies rated as to circulation culation, the cost to the advertiser is as follows:

Hartford Daily Courant	 \$25	00
Hartford Daily Post	 \$25	00
Hartford Daily Times	 \$12	50-

The above figures will further dem-750 onstrate the fact that as an advertising By the above table, from which the medium the Hartford Times is not Times (Daily and Weekly) is omitted, only the best but also the cheapest pub-

THE UTICA POST-OFFICE.

(From Utica Observer, Jan. 27, 1890.)

The Utica Saturday Globe, independent (circulation over 200,000 copies). speaks as follows regarding the Postoffice in Utica:

The papers have a good deal to say about the Utica Post-office and the charges upon which the enemies of Postmaster Bailey hope to secure his removal. The public have little concern in these trumped-up accusations, fast forward by men who don't care a bustom for the postal service, and who use them hoping to GET BUEN with the Postmaster. The patrons of the office are well satisfied with the administration of Mr. Bailey, who has devoted all his time to the trust imp nas devoted in its time to the trust imposed upon him. Not only has he been watchful that the men under him performed their work and carried themselves as employes of the Government should, but he has studied to improve the service and to make the Utica office the EQUAL OF THE EETS. He has succeeded in his laundable purpose, and still men stoop to mirrepresentation and falsehood in the effort to have him make place for another. Utica has always prieded herself on the efficiency of her postal service, and MR. BAILEY HAS ELEVATED THE STANDARD HIGHER THAN ANY OF HIS PREDECESSORS. It is a SHAME that he should be assailed in view of what he has accomplished at the head of our Post-office, and the attempt to displace him should not be seriously considered by the Postmaster General. upon him. Not only has he been watchful Postmaster General.

UTICA, Jan. 25, 1890.

Messrs. Thomas F. and Wm. T. " Saturday Globe":

My DEAR SIRS-Permit me to express to you my most grateful appreciation of the unsolicited tribute to the management of this Post-office which received upwards of five hundred thouappears in your journal to-day. It have heretofore given of the satisfaction with which you have regarded the service in this office.

dinary newspaper expression. For you money through the mails to us, we are by far the largest patrons of marvel at the efficiency and honesty of the Utica Post-office. Your immense the men engaged in handling it. And weekly editions going out from Utica the universal testimony of the business in the mails require from you a larger payment of postage than is made by any other newspaper establishment in the State of New York, outside of New York City.

The number of letters you receive is estimated by my employes who handle them at not less than five hundred per day. Nine tenths of these are religible. day. Nine-tenths of these are plainly

marked as containing money remit-They come from eight or ten tances. different States, and although the individual amounts are doubtless small in many cases, they must make up a great

aggregate.

If you can find time on Monday morning, and can consent to give me the information, will you kindly state whether the above estimate of your mail is an overstatement or an understatement of the number of letters you receive daily? And inform me if the proportion of money letters is rightly estimated? And, finally, if it is not too much to ask, and if you are willing that I should take the public into our mutual confidence, will you give me an idea of what is the aggregate sum that this office yearly carries safely into your hands? It will surprise the public to know what this office is regularly doing for one business house numbered among its patrons.

Yours sincerely,

E. PRENTISS BAILEY.

SATURDAY GLOBE OFFICE. UTICA, Jan. 27, 1890.

Postmaster E. Prentiss Bailey:

DEAR SIR-In reply to your inquiries of the 25th inst., we would say the number of letters received in the Saturday Globe office average 650 per Baker, Proprietors of the Utica day, of which number nine-tenths contain money remittances. These vary in amounts from 5 cents to \$1,500, and aggregate in a year over a quarter of a million dollars.

Since your administration we have sand letters. Of those directed to the repeats in the most timely and oppor- office, and that have never reached tune way the many expressions you their destination, not a single one is chargeable to the Utica Post-office. The local service has been prompt and

perfect in every detail.

When we consider the small per-It has a value high above any or- centage of loss in the transmission of and professional men of our city is that the affairs of the Utica office could not be in more capable and trustworthy hands than your own, truly, W. T. BAKER,

THOMAS F. BAKER. Circulation.

To REACH 33,500 DRUGGISTS.

Martin's Druggists' Directory for 1889 contains a list of 33,525 wholesale and retail druggists.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK of the issue of March 5, 12, 19 or 26, will be sent to every individual or firm in this list. To one-fourth, March 5; to one-fourth, March 12; to one-fourth, March 19, and to the remainder March 26.

Many of these druggists and apothecaries spend considerable money in advertising patent medicines and other specialties of their own manufacture.

An advertisement setting forth the merits of a first-class newspaper as an advertising medium, and appearing in these special issues of PRINTERS' INK, should and probably would attract favorable notice from those into whose hands the paper comes.

Orders for advertising in PRINTERS' INK are solicited.

The advertising rates are as follows: Advertisements (agate measure), 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or last page, \$100. Second page, next to the last page, or page first following reading matter, \$75.

The first page has been sold to N. W. Ayer & Son, Newspaper Advertising Agents of Philadelphia, for the full year 1890, and the second page is also permanently occupied by the Philadelphia Ladies' Home Journal; the other preferred pages may be secured for any of these issues.

Copy for advertisements to appear in any issue must reach the office of Printers' Ink one week before the day of publication.

PRINTERS' INK is issued weekly, and is the trade journal of American Advertisers. It indicates to the inexperienced advertiser how, when and where he should advertise; how to write an advertisement; how to display one; what newspapers to use; how much money to expend—in fact, discourses on every point that admits of profitable discussion. Advertising is an art practiced by many, but understood by few. The conductors of PRINTERS' INK understand it, and their advice is based on an experience of more than twenty-five years in placing advertising contracts for many of the largest and most successful advertisers.

Orders for advertising in Printers' Ink are solicited.

Every edition of PRINTERS' INK issued in 1890 has exceeded twenty thousand copies.

GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.



LORD & THOMAS' RELICIOUS NEWSPAPER COMBINATION. CHICAGO, ILL.

CHICAGO. STANDARD. RELIGIO-PHILOSOPHICAL J'NL, CHRISTIAN WORKER, EMERALD, UN:VERSALIST, DER WELTBUERGER, CHRISTIAN CYNOSURE, HERALD OF GOSPEL LIBERTY, CHRISTIAN WORLD, FROHLICHE BOTSCHAFTER, DIE GLOCKE, 'INDIANAPOLIS.
N. W. PRESBYTERIAN, MINNEAPOLIS. FREE BAPTIST, METHODIST HERALD, OUR CHURCH WORK, MADISON, WIS. OMAHA, NEB. MIDLAND, ' THE CENTRAL WEST, AMERICAN BAPTIST, BT. LOUIS. MID-CONTINENT, HEROLD DES GLAUBENS, CHURCH PROGRESS, WESTERN WATCHMAN, REGULAR BAPTIST MAGAZINE, CHURCH NEWS, CUMBERLAND PRESBYTERIAN, NASHVILLE, TENN. GOSPEL ADVOCATE, BAPTIST & REFLECTOR, ' HOLSTON METHODIST, KNOXVILLE, TENN. WESLEYAN CHRISTIAN ADVOCATE, MACON, GA. CHRISTIAN ADVOCATE, SAN FRANCISCO. OCCIDENT, MONITOR. JEWISH TIMES. PACIFIC CHURCHMAN, HERALD OF TRUTH, PACIFIC METHODIST, SANTA ROSA.

n list of 200 papers your Religious Combination stood number sixteen in results. In other words there were only fifteen papers which brought more returns than your Religious List The value of these mediums is attested by William Henry Maule, of Philadelphia. of and High Class Weeklies Out of



Allen C. Mason, of Tacoma, Wash., says: "Your Religious papers have brought me more returns than any other combination I have tried, and I have spent thousands of dollars in other papers."

"Give Us a Chance to Estimate!"

"Do not Give Out an Order until you have

had our Estimates!"

Advertisers are so constantly plied with applications to the above effect from Advertising Agencies who have the time to spare, and want the experience which practice gives, that the impression prevails quite generally that all Advertising Agencies do business in the same way: -which is not the case.

It is our policy to never allow ourselves to be placed in a position where we are obliged to contract with a newspaper if its conditions appear to be

oppressive.

To carry out this policy our Estimate headings bear this paragraph: "This estimate does not guarantee that any newspaper named upon it will do

the advertising at the price named."

The advertiser who sends his advertisement to his agent with an order to procure the best service possible for ten thousand, one thousand or one hundred dollars, will get from five to fifty per cent. more for his money than he would had he required to be told in advance exactly what service could be promised: for when an estimate has been given, its plan and specifications must (in a general way at least) control the advertising to be done. It ties the agent's hands and prevents his giving his patrons to-day a better service than he could have promised yesterday, because yesterday the opportunity had not presented itself: to-morrow it may have passed!

Some publications are used economically on contracts for a single issue; in others insertion for a month may be had as cheaply as for a single week; but in furnishing an estimate in advance, if the agent attempts to go very much into details his correspondence becomes voluminous and the

advertiser confused.

There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. It can be done, but it is not worth the cost.

We make no Estimates! except for those who express a desire and intention to place the advertising through us; and of whose good faith we have some assurance.

For our customers; we make all the estimates they want! and if they put us to the trouble of making a large estimate and then decide not to do anything we don't find any fault: but we can't undertake to be so goodnatured for people whom we don't know, and who in their application to us appear likely to have nothing in mind beyond availing themselves for purposes of their own of the special knowledge which we are supposed to possess.

GEO. P. ROWELL & CO., NEWSPAPER ADVERTISING BUREAU, 10 Spruce St., N. Y.

The OBJECT of this PAGE is to IMPRESS upon YOUR Mind

THE FACT THAT

The Standard-Union

IS THE

Best Paying Advertising Medium
IN BROOKLYN.

It has all the elements of value: age, circulation, character and the public confidence and support.

THE STANDARD-UNION gains ground in all directions, every day, and Advertisers appreciate the situation.

is "covered" by the New York papers. It is the Brooklyn evening papers that reach the homes and are read by the families of this third city of the Union.

Messrs, GEO. P. ROWELL & CO., who know more about advertising than almost any other men, will confirm the above statements, and give advertisers favorable rates and profitable contracts in THE STANDARD-UNION.

Are the Opinions of the American Newspaper Directory Sometimes Bought and Sold?

When communicating with newspapers for information to be used in the revision of the AMERICAN NEWSPAPER DIRECTORY, preparatory to the issue of a new edition, every publisher is assured that to have a correct circulation rating costs nothing; all that is required is that the facts be furnished. A plain statement, covering a period of three months last past, signed by the publisher with a pen and dated, is the sort of report which is desired.

It is also made very plain to every publisher that the editor of the DIRECTORY does not take cognizance of any statement made in copy sent for an advertisement to appear in the book; because at the time of fixing the circulation of a newspaper, it has been found to be better that the editor shall neither know the contents or character of an advertisement, or whether there is or is.

not an advertising order on file.

The rating of circulations in the DIRECTORY is given by letters, or a combination of letters and figures, of which the significance is explained by a KEY; but for every paper, the publisher of which furnishes in good faith a statement in detail for the period of a year, the actual figures are printed in numerals. For this service no charge is made. It is rendered freely for the benefit of those publishers who wish to have the public informed of the actual rather than approximate circulation. See New York City World and 423 other papers in

the DIRECTORY for 1889.

Whenever a publisher furnishes a statement to the DIRECTORY, which is sufficiently definite and exact to make it certain that the publisher knew what his actual issue had been, and was willing to have the truth known, the circulation rating in his case is marked with three asterisks (****), and a reward of \$100 is paid for every paper so marked which is afterward shown to have secured the rating by an untruthful report. The man who furnishes the evidence gets the money. The reward was claimed and paid for the Waukegan, Ill., Gazette in 1888, and for the Scandinavisk Tribune, of Madison, Wis., in 1889.

It often happens that a publisher will decline to give information, but will make a considerable exhibition of earnestness about having an agent of the

DIRECTORY sent to his office to make an examination.

"We will welcome your representative to our mail and press room and give him every opportunity of forming an estimate of our edition."

Such a statement as is printed in the last sentence would seem to exhibit good faith and fairness; but the publishers of the DIRECTORY cannot send a representative to examine the press rooms of 17,000 newspapers situated throughout the length and breadth of a country 3,000 miles wide and occupying three million square miles! Furthermore, if the representative MUST be sent—and sometimes it becomes necessary that he shall be—it is most important that before he starts out to make his investigation he shall have in his possession the publisher's statement of what circulation he claims. Without this statement in his hand no representative of the DIRECTORY is ever sent to make an examination; for if the publisher will not tell how many he prints, it would not be reasonable to suppose that he will in fact give the representative of the DIRECTORY an honest opportunity to ascertain the truth.

Although the DIRECTORY has regularly appeared for twenty-one years, and although since its first appearance there has never been an instance where a paper was credited with a higher circulation rating because it had an advertisement in the book, or with a lower one because it had not; yet the publishers of the DIRECTORY have always been in constant receipt of communications from publishers who seemed to be inspired by the belief that a high circulation rating could be obtained by ordering an advertisement. At first it was cus-

tomary to answer such communications; then for a time it was the practice to return them to the writer; afterward it was thought to be better to receive them

in silence and place them on file.

It has recently occurred to the publishers of the DIRECTORY that letters, of which the one which follows is a sample, would make reading matter which would interest the publishers of other journals competing for advertising patronage in the same field: they are therefore inclined to preserve and print such letters from time to time.

EVENING GAZETTE, WORCESTER, Mass., Feb. 12, 1890.

Geo. P. Rowell & Co., N. Y. C .:

GENTLEMEN-It is more than fifteen years since we have taken any interest in your

AMERICAN NEWSPAPER DIRECTORY: for reasons well known in your office

AMERICAN NEWSPAFER DIRECTORY: for reasons well known in your office.

We do not wish to influence year conspan in rating our circulation, nor shall we
ever comply with the requests for daily particulars of our business. We have welcomed
your representatives to our mail and press rooms, and given every opportunity for forming
estimate of our business. We notice in your "Preferred List" that the rating is in harmony with that of other similar publications.

If the same is to be repeated in the American Newspaper Directory we should
feel disposed to place our card in the volume, as we do in other agency books. Otherwise we should decline to encourage an enterprise the purpose of which would seem to
be to belittle our claims. This is simply business. Yours truly, C. H. Doe & Co.
IEWETT.

In the body of the book, where is given the name, days of issue, politics, size, subscription prices, editor's and publisher's name and the circulation rating, it was formerly the practice to allow a publisher to make any additional statement which he desired to make upon his own responsibility, the same being set in italic and announced to be an advertisement for which the publisher of the DIRECTORY assumed no responsibility. Notwithstanding these announcements disclaiming responsibility, the DIRECTORY was so frequently misunder-stood and held responsible for these advertising announcements that it was found to be advisable to omit the italic statements, and no advertisement of

An Astounding Offer-Five Thousand Dollars for Inserting Forty-two Words; Nearly One Hundred and Twenty Dollars a Word.

this character has been permitted in the book since the year 1881.

It is a fact that in the twenty-one years since the DIRECTORY was established no advertiser has ever been promised a preferred position; in no case has one advertiser been given an advantage over another, and so well is this understood that the publishers of the DIRECTORY are not often tempted to vary from their established rule. Within a few weeks, however, it has happened that a very respectable firm became specially desirous of having a certain announcement follow the description of the paper in the body of the book, set in italic type as in former years. The applicant was informed that this could not be permitted. In a day or two the publishers of the DIRECTORY were astounded by the receipt of a written offer of \$5,000 to insert forty-two words in italic type, following the description of one of the most respectable newspapers which has ever been published in the U.S. It was a serious trial to decline such a large reward for so small a service; but within thirty minutes from the time the written offer was received, the following letter was sent in reply:

Gentlemen—We have your letter of this date and have carefully considered the proposal contained therein. On the whole we believe that it will not be wise for us to accept your offer.

GRO. P. ROWELL & Co.

This announcement of an extraordinary proposal is made here for the purpose of making it plain, if possible, that the opinions of the AMERICAN NEWS-PAPER DIRECTORY are not for sale. It is equally true that they are not influenced by likes or dislikes.

The AMERICAN NEWSPAPER DIRECTORY for 1890 will appear on Monday, March 31st. Price Five Dollars.

GEO. P. ROWELL & CO., Publishers.

NEW YORK, Feb. 18, 1890.



INK BUYERS CLASSIFIED.

People in the Frinting Ink trade have four classes of customers to deal with: FIRST—Those who pay promptly for their purchases.

SECOND-Those who, if they do not pay promptly, pay as they agree to.

THIRD—Those who neither pay promptly nor as they agree, but who do eventually pay.

FOURTH-Those who never pay.

THE W. D. WILSON PRINTING INK CO. (Limited), seeks the patronage of Printers of the class first enumerated above; and makes its terms such as are likely to secure the trade of self-respecting printers who intend to be paid and to pay.

The cost of Printing Ink, at the prices usually demanded, is about as follows:

Cost	of	Sellin	g	88%	Per	Cent.
66		64	Losses by Bad Deb	ts. 83%	66	41
64		64	Material	991/	64	44

THE W. D. WILSON PRINTING INK CO. (L't'd.), have determined to

Reduce the Price by One-Half!

and thus secure the cash-paying trade.

THE W. D WILSON PRINTING INK CO. (Limited), 140 William St., New York, is glad to contract to supply the BEST QUALITY of News Ink, guaranteed to give satisfaction, at the following rates

25-pound		Kegs						0	10	Cents	a	Pound.	
50	**	44	*		*				@	9	4.8		**
100	4.6	4.5						0	0	8	4.5		66
250	44	**					4		0	7	16		66
500	6.6	4.6							0	6	**		46

TERMS-Payments quarterly.

Five per cent, discount for payment within 30 days from date of order.

Ten per cent, discount for cash with the order.

ADDRESS

The W. D. Wilson Printing Ink Co. (L't'd.),

140 WILLIAM ST., NEW YORK.

One Price Advertising

Without Duplication
Of Circulation
HOME
JOURNALS 15 WEEKLIES
Every Week
Over 260,000 Copies

Religious Press Association

DO YOU

Do a legitimate, clean, square-cut business? Then Religious Newspaper advertising is sure to pay you.

It Will Pay!

Because Religious Papers go directly into people's homes are read by all the family—are read all through—are preserved often for years.

It Will Pay!

Because those who read Religious Papers believe more in them than in any other papers they read, and are therefore more influenced by advertisements seen in them.

It Will Pay Now!

To advertise in our Religious Papers, because the very large circulation and the low rate which our combination enables us to offer, brings it within the reach of all who have a business worth advertising.

The Sunday School Times

PHILADELPHIA

The Presbyterian
The Lutheran Observer
The National Baptist
The Christian Standard
The Presbyterian Journal
The Ref'd Church Messenger
The Episcopal Recorder
The Christian Instructor
The Christian Statesman
The Lutheran
The Christian Recorder
BALTIMORE

The Baltimore Baptist
The Episcopal Methodist
The Presbyterian Observer.

For full particulars, address-

THE RELIGIOUS PRESS ASSOCIATION,

1001 Chestnut Street. (Mutual Life Building), PHILADELPHIA, PA.

NNER OF LIGHT

In its 66th Volume.

BOSTON, MASS.

Published Weekly.

The representative organ of over 950,000 Spiritualists, and the oldest and LARGEST CIRCULATED journal devoted to the Spiritual Philosophy in the world. In its Sixty-sixth Volume—Twenty-thousand Circulation—and has a constituency not reached by any other religious paper.

THE BANNER is thoroughly read, for people are not in the habit of paying \$3.00 per year, subscription price, merely to glance at its columns, and then throw it aside. Such a paper is of IMMENSE VALUE to advertisers, and experience

shows that IT PAYS.

700 Cases of Soap Sold through "The Banner."

In a letter, dated Jan. 23, 1890, J. D. LARKIN & CO. say:



"You must remember your paper sold over seven hundred cases of soap for us."



THIS.

That means over \$4,200.00 for Messrs. Larkin & Co., as they receive \$6.00 per case. Their advertising cost them a little over \$200.00. This tells its own story, and shows that advertisements in THE BANNER are read and responded to. Do not fail to use our columns, as this is the chief religious medium for reaching the many thousand Spiritualists, and remember it is a paper they believe in as their Bible.

Send for estimate and sample copy of the paper.

WILLIAM ALDEN, Advertising Manager, 9 BOSWORTH ST., BOSTON, MASS.

The Christian Witness,

AND ADVOCATE OF BIBLE HOLINESS. AN INDEPENDENT METHODIST JOURNAL.

BOSTON, MASS.

THE CHRISTIAN WITNESS has, for some time, refused to insert advertisements of any description whatever. Our columns are now open to advertisers, and offer a circulation of 11,000 among a very substantial class of people.

The clean newspaper has, in the long run, the most permanent circulation and patronage. The paper which goes into the homes and is read by the families is the paper which counts its subscribers by the year instead of depending upon the fluctuating sales of the news companies, and it is, after all, the family paper which swings the power.—Journalist.

Such a paper is THE CHRISTIAN WITNESS, and nothing but clean advertisements accepted.

The publishers guarantee their readers against loss from fraudulent advertisers. Send for estimate and copy of paper.

WILLIAM ALDEN, Advertising Manager, 9 Besworth St., Boston, Mass.